

**SAMPLE LETTERS OF THANKS FOR USE IN THE CATERING OPERATION**

**PURPOSE:** To provide Air Force club catering operations a sample letter of thanks that should be sent to all clients during the pre-contract, contracting, and post contracting processes.

**SCOPE:** This Special Function Planning Worksheet applies to club managers, catering managers, kitchen managers, and all banquet, catering, and special function staff involved with booking, setting-up, preparing or serving a special event.

**GENERAL:** Letters can be modified, edited to suit the needs of any local Air Force club catering operation. However, regardless of what type letter or form letter process you use, it is essential Air Force club catering operations communicate with their clientele throughout the contracting process. Computerizing these type letters make that communication fast, efficient and effective. Please note, do not computerize the signature. Always personalize and sign each letter.

**GUIDANCE:** Use any form of Air Force authorized word processing software to create your letters. Use the mail merge and find/replace function of the software to make appropriate changes to the letter for each respective client and situation.

## **SAMPLE LETTER OF THANKS FOR SELECTING CLUB FOR FUNCTION**

*After function location and date is confirmed, send a letter of acknowledgment to the member/customer. This should be mailed out within three working days of booking the function. This type letter instills confidence that progress is being made toward the successful execution of their event.*

Individual's Name  
Business/Organization Name  
Mailing Address  
City, State & Zip  
(Phone & Fax Reference)

Dear (*Name of Individual*) (Use proper title, i.e. Mr, Mrs, Col, CMSgt, etc.)

I just wanted to drop you a short note of thanks (once again) for selecting us (or use the name of operation) for (type of function; i.e., wedding reception, promotion party, graduation dinner, etc.). We have confirmed the (date and time) for your special event and will host you in the (function room name) at (time).

There are many options in the local area and we are proud and honored to have this pleasure. I personally assure you that the resources of the club are at your disposal. We will provide your guests service and products that are second to none.

As the date grows closer I will be in touch with you concerning your menu and other special arrangements you may need from us. In the meantime, if I can be of assistance to you in any way, please do not hesitate to contact me.

With kindest personal regards, I remain

Cordially yours,

Name of Manager/Catering Manager  
Title

**SAMPLE LETTER FROM THE CATERING OFFICE TO ACKNOWLEDGE A DEFINITE  
RESERVATION FOR A SPECIAL FUNCTION**

*Once the catering office has accepted and confirmed a definite reservation date for a special function, it is important for the client to receive confirmation of that reservation in writing.*

Individual's Name  
Business/Organization Name  
Mailing Address  
City, State & Zip  
(Phone & Fax Reference)

Dear (*Name of Individual*) (Use proper title)

It is our pleasure to acknowledge the following definite reservation:

( <i>Name of Group</i> )	( <i>Type of Function</i> )
( <i>Day/Month/Year</i> )	( <i>Time(s) of Function</i> )
( <i>Function Location/Room Name</i> )	( <i>Estimated Attendance</i> )

To serve as your confirmation, please sign and return the enclosed copy of this letter within two weeks. I am enclosing our catering brochure, which contains menus and the standard terms, conditions, and host responsibilities when hosting a special event in an Air Force club.

I would like to suggest the following entrée selections for your consideration.

- |   |   |
|---|---|
| 1) <i>Entrée selection &amp; accompaniments</i> | 2) <i>Entrée selection &amp; accompaniments</i> |
| 3) <i>Entrée selection &amp; accompaniments</i> |   |

These are some of our signature items and receive compliments whenever they are served. Please note that I am suggesting (name of vegetable(s) for your vegetable. (Vegetable name) are in season and we can get a peak of the crop product for your event. (Name of Fruit, i.e., strawberries) are also in season so you might want to consider (Name of Dessert, i.e., Fresh Strawberry Shortcake, or Strawberries in champagne, or Flan of Strawberries with Cream chantilly, or Dark Chocolate Dipped Strawberries) as a tempting, light and beautifully presented dessert for your guests.

I look forward to helping you create a memorable menu and event for your guest's enjoyment. In the near future I will be in touch with you to schedule a time to work out the details of your function and to set an appointment to finalize the contract. Until then, if I can be of any assistance to you, please don't hesitate to call me at (phone number).

Yours sincerely,

(Name)  
(Title)

**SAMPLE SPECIAL FUNCTION LETTER TO PROVIDE MENU & SEATING  
ARRANGEMENTS DIAGRAM TO ACKNOWLEDGE MEMBER/CUSTOMER INTENT TO  
HOST FUNCTION AT CLUB**

Individual's Name  
Business/Organization Name  
Mailing Address  
City, State & Zip  
(Phone & Fax Reference)

Dear (*Name of Individual*) (Use proper title)

We are nearing the time when we need to make some firm arrangements for your (type of function). I want you to have the latest copy of our special event planning guide, menus, and room diagrams. The menus are extensive and each selection has a proven record for customer satisfaction. I am confident you will find items on the menus that your guests will enjoy. If however, there is something special that you want to complement your party, please contact me personally, or call (name of individual) to discuss your desires. We will make every possible effort to accommodate you. Since unique menu items need to be priced, we request as much lead-time as possible.

The room diagram depicts entrances/exits, rest rooms, walls, windows, pillars, and permanent installation of appointments that can not be moved. I feel sure this will help you when you begin to plan the seating and placement of specialty displays and tables to support your event. Please see our note about the dance floor. When we use the full sized dance floor, our seating, using round tables of 10 is (enter number) and with banquet tables of (enter numbers) it is (enter total number.) If we place the head table on the dance floor during dinner, it will need to be removed prior to the dance. In your plans, please allow (number of minutes) for the relocation of the head table.

If you need any assistance with either your menu or room design, please don't hesitate to call. We need to finalize your contract prearrangements by (give the date). I realize this is a busy time for you so please let me know by (day and date) when it would be convenient for you to do this. I will make an appointment for you and we will write the contract and walk through all details. Please bring your menu options and a copy of the diagram with you when we meet.

We are committed to your event's success and appreciate the opportunity to serve you and your guests.

Sincerely yours,

(Name)  
(Title)

**SAMPLE "AFTER EVENT" LETTER OF THANKS FROM THE CATERING OFFICE TO  
CUSTOMER WITH A SOLICITATION FOR FUTURE BUSINESS**

Individual's Name  
Business/Organization Name  
Mailing Address  
City, State & Zip  
(Phone & Fax Reference)

Dear (*Name of Individual*) (Use proper title)

We appreciate having had the opportunity and privilege to serve (*Name of the Organization/Group*)  
for its (*Type of Function*) on (*Date of Function*).

\* Realizing that this is an annual event, and that (Month) is a busy time for us, we have entered the  
following tentative reservation for next year's event for your consideration:

(*Name of Group*)  
(*Contact Office Name/Phone #*)  
(*Type of Function*)  
(*Day/Month/Year*)  
(*Time(s) of Function*)  
(*Function Location/Room Name*)  
(*Estimated Attendance*)

To ensure we are able to accommodate you with optimum dates, location, and service, I ask you to  
check your calendar and see if this proposed date works for you. I will contact you in two weeks to  
confirm how we can best serve your needs and on a date for your next function.

We received many compliments from your guests on the menu selections, room configuration and our  
staff's service during your (Name of Function, i.e., Dining In, Reception Dinner, etc.) While those  
compliments are important to us, it also is a reflection of you. You made excellent choices and  
decisions on behalf of your guests. We are proud to have been your catering choice for this  
memorable event. Thank you for the opportunity to serve. When you have other events, of any type  
or size, we would like to again be considered.

Most sincerely,

(Name)  
(Title)

\* If the function is NOT a recurring annual event, i.e., a wedding reception, then omit the paragraph  
or ask to start a tradition by offering to book a date for their 1<sup>st</sup> year wedding anniversary  
celebration.

**SUMMARY:** Written communication, when personalized, is a powerful business tool. In a computerized age, written communication is fast, easy and efficient. Use the spell checker and associated tools before sending any letter. Get letters from other companies who provide catered services. Compare the letters. Make sure you convey a POSITIVE, CAN-DO attitude in all written communication. Avoid words that convey any negative message; i.e., “can’t,” “are prohibited,” “must be submitted/furnished,” “is required by Friday at noon,” “absolute final count,” etc. If a negative phrase is essential to convey the message, then preface the comment with a positive thought; i.e., “To expedite your guests arrival at the club and for your protection, and the protection of all guests, visitors and residents of XYZ Air Force Base, the Security Police requires a copy of your guest list by close of business the Wednesday preceding your party date. You may mail, fax, or deliver a copy of the list to my office and I will happily handle the delivery to the Security Police office on your behalf.”